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PREPARATION PHASE

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USER DEFINES THE FOLLOWING:

WEB PAGE CONTENT TYPES
THAT THE METHOD MUST
RECOGNIZE

-10

- N (COMPANY NEWS)
- C (CONTACT INFORMATION)
- P (PRODUCT INFORMATION)
- M (MANAGEMENT TEAM)
- D (COMPANY DESCRIPTION) ...etc...

SET OF TESTS THAT PROVIDE EVIDENCE ABOUT THE CONTENT TYPE

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T1 = "NUMBER OF EXTERNAL LINKS ON PAGE > 5"
T2 = "NUMBER OF INTERNAL LINKS>10"
T3 = "LINK TEXT CONTAINS CONTACT KEYWORDS
(e.g. ADDRESS,LOCATION, CONTACT, etc)"
T4 = "NUMBER OF PEOPLE NAMES IN PAGE > 3"
T5 = "PAGE CONTAINS

T5 = "PAGE CONTAINS STOCK TICKER SYMBOL" T6 = "PAGE CONTINES HEADER STARTING WITH WORD "ABOUT..""

...etc...

FIG. 1

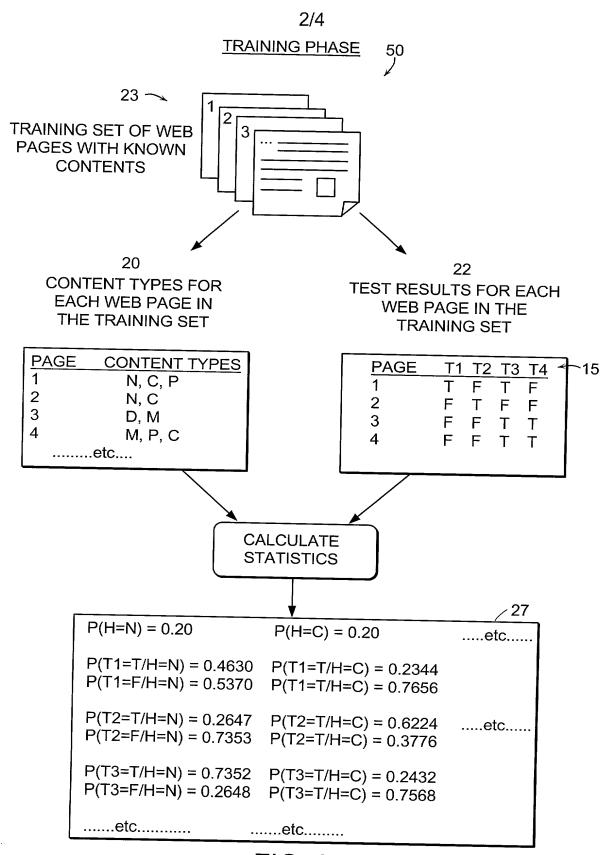


FIG. 2

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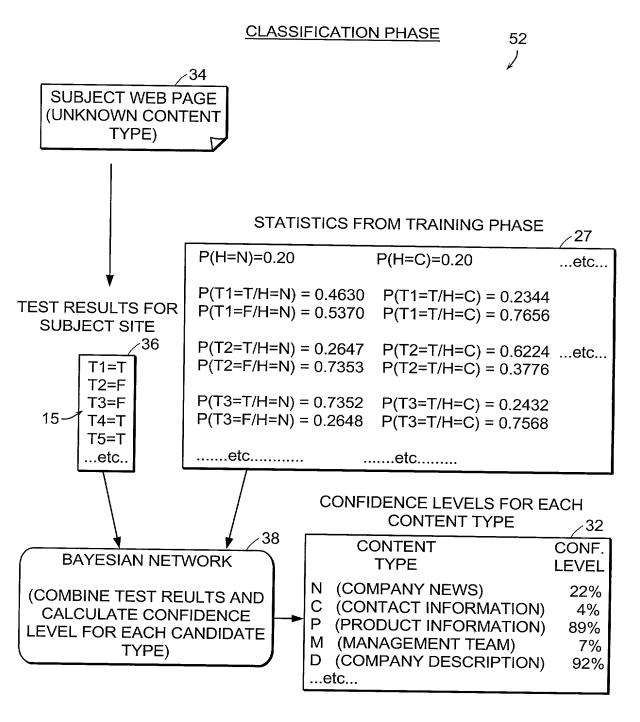


FIG. 3

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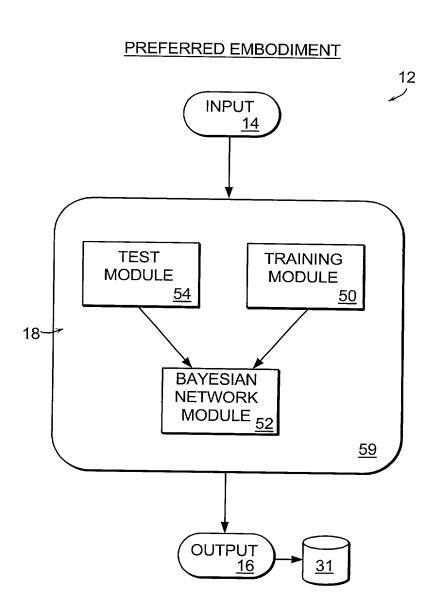


FIG. 4